

Marketing
with

style



Winter 2019

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MAKE 2020 A YEAR OF Revamping

Feel like your market strategy could use an update, but not sure where to start? Revamping your marketing to make the most of the digital world may feel a bit daunting, but it's actually pretty easy to incorporate new techniques that allow you to reach a wide audience.

CONTENT MARKETING is a strategy that doesn't necessarily promote specific products or brands, but rather increases interest in your credit union and its offerings. It relies on the creation and sharing of online media, such as blogs, articles, videos, infographics, and social media posts. Good content should address a consumer need and provide value to readers by suggesting one or more ways to satisfy that need. By focusing on being useful rather than salesy, content marketing helps establish trust and builds a stable foundation for future interactions.



HERE'S HOW IT WORKS:

- Create relevant content
- Provide useful and engaging information
- Establish trust by offering valuable resources
- Suggest any relevant products or services that may be helpful

SOLD ON CONTENT MARKETING, BUT NOT SURE WHERE TO START?

Determine what your members are thinking about by asking your front line employees what questions they get most often. Consider posting a poll on your Facebook page, in branch, or partnering with CUA Advantage to send a member survey by mail. Once your members' needs are established, contact your Client Support Specialist to develop the best content marketing pieces to address those needs.

Congrats!



Marissa Michalski
CLIENT SUPPORT SPECIALIST

Congratulations on your **1 year anniversary** with CUA Advantage!
We're so happy to have you
on our team!

Welcome, Emily

GET TO KNOW OUR NEWEST STAFF MEMBER

Emily joined the CUAdvantage team on October 28, 2019. She graduated from Saginaw Valley State University in 2009, with a degree in English. While attending SVSU, Emily met her husband and later married into his "Disney Family"! Today they have two cats, a two-year-old son, and make two family trips to Disney each year. In her free time, Emily enjoys listening to podcasts, reading, and watching Netflix.

Welcome to the team, Emily!



Emily Gibas
CLIENT SUPPORT SPECIALIST

Is It Time to Review Your Approach to ANNUAL MEETINGS?

If your annual meetings have been struggling with low turnouts, maybe it's time to consider taking a different approach. Rather than simply maintaining the status quo, make 2020 the year you consciously choose to grow your annual meeting. With these simple tips, you can begin transforming a stagnant annual event into one that creates excitement and generates active promoters within your membership.



- **REACH A YOUNGER DEMOGRAPHIC.** To show younger members that your credit union is a place for them too, consider producing a fun and short video promoting your annual meeting and posting it to your website, Facebook page or YouTube channel. Promote it by offering gift cards, cash incentives, or other prizes to the first few hundred members who view it.



- **FEATURE GUEST SPEAKERS OR ENTERTAINMENT.** Whether inspirational, relatable or entertaining, your featured guest should create an experience your members can connect with and want to talk about.



- **BE TRANSPARENT.** Illustrate your credit union's openness by showing members the details of your credit union's performance over the past year.



- **FOSTER CAMARADERIE.** As your annual meeting event concludes, have credit union staff stick around to provide attendees with the opportunity to meet staff members and ask questions.



- **OFFER INCENTIVES FOR ATTENDING.** Make a final, lasting impression with gifts and/or prizes for attending members.

DON'T FORGET, CUAdvantage can help you prepare for and promote your annual meeting in a fresh new way with everything you need, including signs, banners, flyers, mailers, annual reports, and more.

MEMBER ACQUISITION *VERSUS* ATTRITION

WHERE'S YOUR FOCUS?

If your credit union is targeting growth (and really, who isn't?), then you know how important it is to acquire new members. Yet as important as gaining new members is to the growth of your credit union, you can't grow your membership if your newest members aren't engaged once they've joined. New or current members that are feeling ignored can be just as quickly wooed by another financial institution as your new members were by you.

Too often, credit unions focus on member acquisition at the expense of attrition. Ideally, there should be a seamless transition from acquisition-focused marketing to cross-selling account types, credit cards, and other products and services. Creating an even balance of acquisition and continued engagement is vital to the success of your credit union's growth. After all, if your member attrition rate is just as high as your member acquisition rate, you're simply not growing.



THE SOLUTION: Streamline your marketing outreach by focusing on both member acquisition and attrition. Go ahead and target new members, but don't forget to keep in touch with your current members and be there to know what's going on in their lives, while offering applicable services along the way.



Refocusing Your Finances in 2020

— Financial tips and tricks



Love My Credit Union® rewards

Official Marketing Materials

- TurboTax
- Financial Lock
- Sprint
- TruStage
- SimpliSafe
- Bundle



Preparing to Purchase a Home?

- Credit DOs and DON'Ts for the Mortgage Process

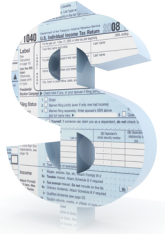


Saving is Always in Season!

- New & Used Auto Loans
- Refinances

Tax Planning Tips

- Tax filing deadline
- E-file and direct deposit
- Tax forms from your credit union
- IRA contributions
- Tax Loans from your credit union



Holiday Debt Overstaying Its Welcome?

- Debt Consolidation Loans
- Credit Card Balance Transfer
- Start preparing for a debt-free holiday with a Christmas Club Account!

Order your 2019-20 Holiday Closing Posters

STANDARD SIZE: 8.5" x 11"
(portrait or landscape)

PRICE: \$5.00 each

Other sizes with pricing are available. Add closing hours and customize the dates as you need. Please contact your CUAdvantage representative for more information.



FRIENDLY REMINDERS

- Daylight Saving Time begins at 2:00 a.m. on Sunday, March 8th
- Information about Your Scholarship Program
- Request for Board/Supervisory Committee Volunteers
- HOLIDAY CLOSINGS

- Martin Luther King, Jr. Day
Monday, January 20
- Presidents' Day
Monday, February 17
- Good Friday
Friday, April 10

Do you need your Privacy Policy printed this quarter?
Let us know!

Claim Your FREE Credit Report
No Catches. No Gimmicks.

Want to see the Youth Newsletter Ideas?

Visit our website at www.cuadvantage.com or our Facebook page www.facebook.com/CUAdvantageMS.

Or, scan the QR code to the right with your smartphone to download a pdf now!



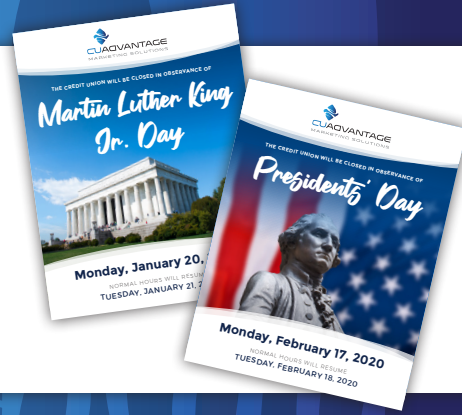


CUADVANTAGE MARKETING SOLUTIONS

- Newsletters
- Brochures
- Corporate ID
- Posters
- Banners
- Email Marketing
- Social Media Strategies
- Promotional Products
- Onboarding
- Direct Mail
- Youth Programs
- Marketing Plans

NEW POSTERS for the *New Year*

We've got fresh, new looks for the New Year. Contact us to order your 2020 Holiday Closing posters today!



Connect instantly to CUAdvantage.com!

Scan this QR code to begin.

Modern

CUAdvantage Marketing Solutions is a full-service marketing company specializing in the credit union industry. We are experienced in providing exceptional customer service and creating custom-designed marketing materials. Our graphic designers pride themselves in creating new and innovative pieces, while our copywriting puts your ideas to work. If you have an idea that you'd like to bring to life, give us a call or send us an email.



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